

KTBL Celebrates 35 Years

This year the Kentucky Talking Book Library is celebrating 35 years of serving patrons who are unable to read traditional printed materials. Prior to the library's existence, Kentuckians received service from The Cincinnati Regional Library for the Blind and Physically Handicapped. The service was very popular, but it took 3-4 weeks to deliver materials to patrons.

In 1968 Governor Louie B. Nunn appropriated funds to establish a library in Frankfort, and on April 1, 1969, the Kentucky Regional Library for the Blind and Physically Handicapped opened its doors. The first location was at 150 Clinton Street, in a 10,000 square-foot warehouse that had been condemned by city building inspectors. (We can only assume there was some renovation done first.)

Frances C. Coleman, the first Regional Librarian, and her staff of six supplied Braille and talking books (which were then records) to 1,700 readers throughout Kentucky. They began with a collection of 4,000 books provided by the National Library Service for the Blind and Physically Handicapped (NLS). Record players were distributed to patrons by the Kentucky Industries for the Blind. Kentucky patrons could receive new book selections in one week, as opposed to three.

Dena Wilson assumed the duties of Regional Librarian on April 1, 1974. Under her tenure the library was assigned a toll-free telephone number for patrons to call at no charge. The library received a limited number of calls when patrons were charged long distance fees, but after the installation of the toll-free line the library had over 8,000 patron calls. KTBL still uses this number today: 1-800-372-2968.

Perhaps the biggest change of the seventies was the National Library Service's decision to concentrate on cassette books instead of records. This was a gradual process. For example: in 1975 the library circulated over 90,000 books and magazines on record, but only about 10,000 on cassette. In 1974 there were only 63 readers using cassette players, but by the middle of 1975 there were 860. Records weren't completely phased out until 2000, when the last few magazines made the change to cassette.

Another significant change was the addition of 2 recording booths in 1977. These were purchased in order to record books of local interest that were not available through NLS; for example, books about Kentucky and books by Kentucky authors. The first book to be recorded was Darkness at Dawn by Harry M. Caudill, narrated by Dorothy Wigginton. The

goal was to produce 5-10 books that first year, but it was surpassed when 15 books were actually recorded. Over the years 89 volunteers have recorded and monitored roughly 1400 books.

The Louisville Subregional Library was opened in 1977 to better serve the high percentage of the Library's patrons living in Louisville and Jefferson County. By the end of their first year they had registered 763 patrons, circulated 26,000 books, and welcomed nearly 1,500 walk-in patrons. They have grown to serve over 1,200 patrons and circulate nearly 60,000 books a year.

Other events of the 1970's were the move to a larger facility on Twilight Trail in 1976 and the appointment of a new director, Adam Ruschival, who was a library patron as well. Governor Julian Carroll proclaimed September 10-16, 1978, to be Talking Book Library Week. The first patron newsletter was produced and distributed to patrons that same year.

The library continued to grow during the 1980's. In 1981 the Northern Kentucky Subregional Library opened in the Kenton County Public Library in Covington. It was created to serve patrons in Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, and Pendleton Counties. It now serves about 600 patrons and circulates over 27,000 books a year.

KTBL's current location, in the Department for Libraries and Archives building on Coffee Tree Road, was officially dedicated on October 8, 1982. The office was moved during February and March of that year.

Under the direction of Richard Feindel, the Frankfort library installed its first computer system in 1985. READS (Reader Enrollment and Delivery Service) was developed by NLS especially for Talking Book Libraries. This automated system keeps track of patron information and the book collection. Each morning it finds who is due for service; it selects books from request lists, checks them out, and prints the mail cards. Productivity was increased; fourteen staff members could do what it took eighteen to do manually. The Louisville library was automated in 1985 and Covington in 1992.

The Descriptive Video collection was began in the mid 1990's. These are VHS movies that have additional narration for those who cannot see the action onscreen. This program is funded entirely by patron donations and our collection has grown to include over 300 movies.

Throughout our history we have strived to serve our patrons to the best of our ability. The Kentucky Talking Book Library has a staff of 10 serving nearly 3700 readers. Patrons range in age from 2 to 106, and so far this year each has read anywhere from a single book to 633. Our book collection contains over 53,000 titles, and with multiple copies of each title, over 153,000 individual books. Last year our library circulated 129,764 cassette books; 2,822 Braille books; 1,142 descriptive videos; and 1,108 cassette players.

Despite budget cuts, changes in staff, the Kentucky Talking Book Library is preparing for conversion to a new digital talking book format and will take the steps necessary to expand and improve services in the future.

The Smartest Card. Get It. Use it @ your library

The Public Library Association, a division of the American Library Association has unveiled an exciting new campaign called “The Smartest Card. Get It. Use it @ your library.” The purpose is to help promote the value of your library and public libraries nationwide. This PLA/ALA campaign will reach out to national media and decision-makers to deliver the message. The Association will provide sample press materials, posters, downloadable art and other promotional materials to help get public attention and reach out to key groups in your community.

The official campaign launch will be September 2004 during National Library Card Sign-up Month. This campaign is all about library staff and the wide variety of library services. Advocacy is fundamental for public libraries.

According to PLA President Clara Bohrer, “Everyone who works in our libraries has a role to play. PLA is focusing first on internal communication. Focus groups of library staff, directors, public relations specialists, trustees/friends were held during the PLA National Conference in Seattle to get initial feedback and suggestions on themes, messages, and campaign plans.”

The consensus was that public libraries are....

- partners for vibrant and educated communities;
- essential for a free people;
- places of opportunity;



The first year, “The Smartest Card” focus will be internal. Target audiences will be public library staff, trustees, friends and volunteers. In subsequent years, the focus will shift to influentials who may be funders, policymakers, business and community leaders. Families will also be an important component. Special targeted audiences will be teens, “20-30 something” parents and non-parents, Baby Boomers, seniors and New Americans. Resources will be developed to reach other key external audiences.

Kentucky Library Association President-Elect Linda Kompanik noted, “During this time of increased competition, budget cutbacks and the evolving role of libraries, it is essential to raise public awareness about what our libraries provide and to fill the information gap about their value.” The campaign theme: “The Smartest Card” incorporates the @ your library® brand developed for The Campaign for America’s Libraries, a multi-year public education campaign sponsored by ALA.

To learn more about research for the campaign and receive updates, see the PLA Website at www.pla.org. A campaign kit with messages, sample press materials, ideas and tips is available from this web site. A mini-session about “The Smartest Card. Get it. Use it @ your library” will be presented at the September Kentucky Library Association Conference.

Library Service Lauded

American Library Trustees and Advocates (ALTA) awarded William H. Wilson the 2004 ALTA Literacy Award. The award is presented annually to a library trustee or volunteer who has made a significant contribution to addressing literacy problems in the United States, particularly as they relate to the role of the public library.



Since 1997, Wilson has served on the advisory board and board of trustees of the Lexington Public Library, serving as both chairman and vice-chairman of the board. He is also a past-president of the Literacy Volunteers of America, and, for the past several years, has served on the board of the Carnegie Center for Literacy and Learning in Lexington. Mr. Wilson is a member of the Department for Libraries and Archives State Advisory Council on Libraries and is currently the Chairman of the Board of Regents at Kentucky State University.

Wilson has worked to directly preserve and further literacy in Kentucky. In 2003, while serving as a trustee of the Carnegie Literacy Center, Wilson spearheaded efforts to prevent proposed funding cuts to the Center by lobbying the Lexington-Fayette Urban County Government and enlisting other board and advisory board members to contact and lobby each city council member. As chair of the board's public relations committee, he helped to prepare a letter to council members urging them to support the Center. At the end of June 2003, the Lexington Public Library signed an agreement with the Lexington-Fayette Urban County Government and Kentucky resident William Farish to provide the necessary funding for the Carnegie Center.

Cataloging Tip

When cataloging materials for our libraries sometimes the statement of responsibility is not on the chief source of information, i.e. the title page. Square brackets are used to show that the information was taken from a source other than the chief source. The unusual circumstance may occur that you would have to use brackets within brackets. Although there has not been an official policy on this issued by the Library of Congress, it has been decided not to use brackets within brackets. The following is an example of such a case: [by John Smith ... et al.]

If you have any questions about this, or any cataloging or processing problem, contact Myra Prewitt at 1-800-928-7000, ext. 227, or myra.prewitt@ky.gov.

‘Cross the Commonwealth



Louisville Free Public Library's operating budget from Metro government will increase by \$670,000, approximately 4.6%, to \$15,126,000. Mayor Abramson's proposed budget also supports two special projects the library is undertaking with outside fundraising. The Mayor is committing \$100,000 to the Digital Media Initiative for which the Library Foundation has already raised just over \$900,000.

Clark County Public Library and **Kenton County Public Library** have each received a Reading America grant from the Metlife Foundation. Reading America is a book and film discussion program for teenagers and adults. The goal of the initiative is to promote greater intergenerational understanding and communication, especially in new immigrant families. Each participating library is awarded \$5,000 to begin the program. In addition, Libraries for the Future provides training, resources and support.

Lexington Public Library won the city's Fourth of July best float award. With the motto "Celebrate fREADom @ the Lexington Public Library", the float was a celebration of the freedom knowledge brings and the fact that access to knowledge is freely available at public libraries.

Bowling Green Public Library Public Relations Coordinator Ashley Fowlkes chaired the 2003-04 LAMA/PRMS Swap and Shop Committee, which organizes and implements the Swap and Shop event and Best of Show contest, showcasing outstanding PR materials at ALA's annual conference. Additional staff from Bowling Green Public Library who attended the national conference were Alisa Carmichael, Marilyn Mattingly, Patty Teague, and DeLois Walters.

Hart County Public Library recently received a grant from the Kentucky Association for Substance Abuse Prevention. The grant provided two programs and a collection of Drug Prevention books.

The Friends of **McCracken Public Library** is sponsoring a Flood Wall Mural of the Carnegie Library in honor of the centennial of library service in Paducah. The mural will be located across the street from the Luther F. Carson Four Rivers Arts Center and is expected to be finished in time for the McCracken County Public Library's Celebration of the 100th Anniversary in October of this year.

Fulton County Public Library received a \$1000.00 donation from Wal-Mart.

Continuing Education Events

2004 Calendar

August

- 18 Library Materials Repair Workshop in Morehead - Rowan Co. Public Library
- 20 Library Materials Repair Workshop in Elizabethtown - Hardin Co. Public Library
- 30-31 Library Manager's Institute at Georgetown College's Conference & Training Center

September

- 15-18 Kentucky Library Association Conference in Louisville - Galt House East
- 20-24 Widening Circles Youth Services Conference in Carrollton - General Butler State Resort Park

October

- 27 Weeding with the CREW Method at Lyon Co. Public Library – Eddyville

If you have any information concerning continuing education opportunities for Kentucky librarians or questions for the Continuing Education staff, contact Janet Chisman at 1-800-928-7000, ext. 219, or janet.chisman@ky.gov.

Correction

The May/June issue of Public Library Newsletter mistakenly identified Harvey Helm Memorial Library as Garrard County. Harvey Helm Memorial Library is the public library of Lincoln County. We would like to congratulate the library's trustees, director and staff for receiving a Basic Level Award of Merit from the Kentucky Public Library Association Standards Committee.

Library Web Help at Your Fingertips

Are you or your staff intimidated by technology, but your website is in *desperate* need of attention? KDLA's website now features a "Library Web Help" section on the "Support for Kentucky's Libraries" page, or can be accessed directly by <http://kdla.ky.gov/libsupport/libwebhelp.htm>. Written especially for librarians and web development novices, the articles focus on overall style, whether it be the selection of images, choosing color schemes, or writing for the web. Also covered are topics such as "Copyright/Public Domain/Fair Use Information," "Evaluating and Citing Other Electronic Sources on Your Website," and "Keeping Information Private: Handling Online Forms."

And, keep checking this section. It will be periodically updated with new articles/information. If you have questions about Library Web Help, contact Gabrielle Gayheart at 1-800-928-7000, ext. 218 or gabrielle.gayheart@ky.gov.

Need Training Options? State Library's Resources Can Help

If budget woes have put limits on your training options, remember these ways in which the state library can help:

Library Science – The state library maintains a library science collection consisting of books, videos and periodicals pertaining to the management and operation of libraries. For possible topics, check the KDLA catalog at <http://kdla.kyvl.org> .

Computer Training – The state library offers books, videos and CDs for upgrading your computer skills and learning how to use software. A resource list is located at <http://www.kdla.gov/resources/IT.htm> .

Management/Supervision – The state library strives to provide leaders and managers with basic and practical information about professional and organizational development. Recommended books, audiobooks, videos, and articles on selected topics may be found at <http://www.kdla.ky.gov/resources.htm#training> .

Personal Development – The state library offers a wide selection of materials including videos, audiobooks, and books in order to broaden and enhance the personal lives of all employees. A resource list is located at <http://www.kdla.ky.gov/resources.htm#health> .

Need more information? Call the state library reference staff at (800) 928-7000 ext. 342 or e-mail "Ask a Librarian" (using the public library request form) at <http://www.kdla.ky.gov/research/asklib.htm> .

Retirements

Bettina Somerville, Director of the Owen County Public Library, retired on July 31. She began her library career in June, 1984. During her career, she brought vast improvements to library service including a major renovation of the building and the cultivation of partnerships with numerous county agencies.

Geneva Pullen, Deputy Director of the Lexington Public Library began her Lexington Public Library career in 1966. During her tenure, she served Fayette County in a varied of capacities including heading the reference, bookmobile and outreach services programs. Mrs. Pullen retired on July 31.

After almost 28 years of service to the Commonwealth of Kentucky, Richard Feindel retired on July 31 as the branch manager of the Kentucky Talking Book Library. Mr. Feindel also coordinated Kentucky Department for Libraries and Archives institutional library support.

Say “*Bienvenidos!*” - Spanish Language Videos from KDLA

Hola! The State Library offers a wide variety of multimedia materials to enhance your library programming to the Spanish-speaking community.

To locate Spanish language videos in the KDLA Catalog, use the “Set limits” feature and choose “Spanish” in the language box. Then use “videorecording” in the title search box of the Combination Search screen. The results should give you a listing videos or DVDs that are in Spanish. Please check the Full or MARC view records for detailed cataloging descriptions.

Possible selections include:

Hola Amigos – (3 video set) Paco, the fun-loving Chihuahua has exciting adventures with human and animal friends.

Strega Nona un Cuento Tradicional –

When Strega Nona leaves him alone with her magic pasta pot, Big Anthony is determined to show the townspeople how it works.

Sus Derechos en la Vivienda – Offers dramatizations of Hispanic Americans attempting to find housing and the situations they encounter.

To request Spanish language videos, send an email to the Audiovisual Section at AV.Circulation@ky.gov or call the Audiovisual Section at 800-928-7000, ext. 361. Or, you can use public library request form from the “Ask a Librarian” service at <http://www.kdla.ky.gov/research/asklib.htm>.

Henderson County Celebrates!

On Sunday, August 1, 2004, the people of Henderson County convened in the rotunda of the public library to commemorate the 100th anniversary of the public library service to the community. Invited guests included local and state officials, the family of the first librarian, Miss Sue Towles, keynote speaker, Judge John S. Palmore and State Librarian and Commissioner James A. Nelson.

Over 200 people crowded into the recently renovated and restored rotunda for the festivities. In his remarks, Library Director, Donald Wathem noted that over 500 individuals use the library every day for a variety of services. He commended the library trustees, foundation board and Friends members for their ongoing support. Mr. Wathem also applauded the staff for their excellent service ethic.

Commissioner Nelson congratulated the community for reaching this milestone. He also commented that the Henderson County Public Library has had a long and productive history of working with the Kentucky Department for Libraries and Archives and the public library community especially during the 26 year tenure of Donald Wathem. Mr. Nelson also noted that he is now the longest serving State Librarian in Kentucky’s history surpassing the tenure of Mrs. Emma Guy Cromwell. Other KDLA staff members attending the event were Chris Bischoff, Judith Gibbons and Nelda Moorman.

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Kentucky Department for Libraries and Archives

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